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U.S. GOVERNMENT CAMPAIGN

TO PROMOTE THE PRODUCTION, SHARING AND

PROPER USE OF FOOD

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THE U. S. GOVERNMENT CAMPAIGN  
TO PROMOTE THE PRODUCTION, SHARING AND  
PROPER USE OF FOOD

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A. EWELL

May 3 1944

PART ONE

- I. THE OVER-ALL FOOD PROBLEM
- II. INFORMATION OBJECTIVES AND  
COPY SUGGESTIONS

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## FOREWORD

This section sets forth as briefly and concisely as possible, America's wartime food situation and problem in 1943. The problem breaks itself informationwise into the following campaigns:

1. Introductory campaign to explain America's food problem and to get people to refrain from hoarding.  
(Copy suggestions for this campaign are found in Section II of this book)
2. Foods for Freedom - 1943  
Farm Production Goals  
(Detailed plans are available in a separate campaign book)
3. Campaign to introduce and explain the point rationing of canned and dried fruits and vegetables.  
(Detailed plans are available in a separate campaign book)
4. Victory Gardens  
(Detailed plans are available in a separate campaign book)
5. Recruitment of agricultural workers.  
(Detailed plans are available in a separate campaign book)
6. Nutrition and Food Conservation.  
(Detailed plans are available in a separate campaign book)

The material in this section supplies the basic "REASON WHY" explanation which is the basis for explaining adequately and convincingly all of these campaigns to the public.



## I. THE OVER-ALL FOOD PROBLEM



## 1. THE PROBLEM

### FOOD AND WAR - 1943

In spite of three consecutive years of record-breaking farm production and even greater planned production for 1943, requirements for food are increasing faster than production.

This wartime food situation requires:

1. That farmers mobilize every resource to meet their Food for Freedom goals.
2. That Government help mobilize manpower essential to meeting farm goals.
3. That every family that can grow a good garden help meet food needs by producing for home use.
4. That foods for which requirements exceed supplies be shared fairly by rationing.
5. That civilians conserve and use available food supplies for best nutrition.

In 1942 farmers produced 20 per cent more food than in 1939. But more food is needed everywhere -- to accompany every new striking force launched by the United Nations, to supply the fighters already in action, to keep the home fronts strong, to help the people of reoccupied lands add their strength to the fight against the Axis.

Food is a weapon of war and American food is being used to shorten the war. Hitler uses starvation as a weapon of conquest. American food is being used as a weapon against Hitler.

Fighting foods are in greatest demand -- meat and milk and eggs and vegetables rich in minerals and vitamins, foods that can be processed to ship much nourishment in small space and that will store easily.

### WHERE AMERICAN FOOD IS NEEDED

#### Food for Our Fighters

A soldier eats a fourth more food than he ate in civilian life -- on an average twice as many calories and twice as much proteins for the strength and energy required for a top fighting man. Food requirements for our armed forces increases daily as the size of our forces increase and our battle lines grown longer.

### Food for Future Offensives

More food must be set aside out of current supplies for future offensives. Planning military campaigns requires that accumulation of food supplies be started many months in advance so that there will be no uncertainty about food when the men and equipment are ready. "When" the next offensive can be started may depend a great deal on how soon food supplies are ready. Food storing began in June for the North African campaign which opened the following November.

### Food as A Weapon of Invasion

More food is needed as a weapon of invasion to win bloodless battles and save lives as in Africa.

Here is an example -- the story of how food captured a French fort in North Africa: American soldiers are deployed before the fort. An American general steps down from the truck, exchanges salutes with the French colonel, and demands immediate surrender. The French colonel hesitates, then refuses. But the American general has a secret weapon. American soldiers roll back the canvas cover of the truck, revealing a cargo of food -- food for the hungry French troops. Half an hour later a column of American soldiers is entering the fortres. Not a shot has been fired -- not a life lost. Food instead of bullets! American lives saved!

Thousands are starving in lands occupied by Hitler. Wherever we invade, food will help pave the way. Thousands will join us in the fight against the Axis as we liberate the people in lands held by Hitler, but they will need food to do it.

### Food To Keep Our Allies Fighting

More food is needed by our fighting allies and those who make their weapons. Every allied soldier who stays in the fight helps to save lives of American soldiers. American food for allied civilians adds manpower to United Nations war production. Every tank, plane, gun or ship turned out by our allies means more weapons of war for the United Nations.

As Elmer Davis has pointed out, the Russians, so far, have killed more Germans than everybody else put together, and every German killed by a Russian is a German who will never have a chance to kill an American. Nearly all the food sent to Russia is used by soldiers, and this helps to save more for the workers who make their weapons. The Russians need more food. They were able to move factories back of the Ural Mountains but they couldn't move the great food-producing area of the Ukraine.

The same kind of food that made our own invasion of Africa possible, also helped the British to destroy a large part of Rommel's army. The

British have long imported a large portion of their food and although they have greatly increased food production, they still need large amounts of imported food for their armed forces and their workers.

### Food For U. S. War Work

Americans are working harder and have more money to buy food. Many civilians, for the first time in a long while have the money to buy the food they need. In 1935-1936, only 16 per cent of our civilians had incomes of \$2,000 a year or more. In the first three months of 1942 the number of this income group had risen to 39 per cent. While incomes are increasing the amount of goods and services available to buy is decreasing and this makes more money available to buy food.

### U. S. FARMERS AND UNITED NATIONS FOOD

#### The Job of U. S. Farmers

Purchases of American food for our armed forces and for our fighting Allies and those who make their weapons are expected to require a fourth of our total food production in 1943, as compared with 13 per cent in 1942 and 4 per cent in 1941.

Everywhere United Nations fighters are found, the food supplies are United Nations supplies, but more of the responsibility for food production will fall on the farmers of the United States than on the farmers of any of the other United Nations.

We have the greatest resources for food production and processing and the best geographical location for shipment to the fighting fronts of the world. United Nations food production is going where it will do the most good toward winning the war -- from the best sources of supply to the place where it is needed most and can be transported most quickly and efficiently.

#### Other Nations Supply Food, Too.

British crop acreage has increased 50 per cent since 1939 and goals for 1943 call for a further increase of 10 per cent.

Australian and New Zealand food helps to feed American forces. Wheat, meat, cheese and eggs from Canada help supply the United Nations.

Both Australia and New Zealand are now supplying practically all of the basic foods eaten by United States troops in the South Pacific. The Governments of both of these countries are planning large scale production of fresh vegetables for Allied troops. New Zealand foods are being shipped through lend lease to American soldiers in the Solomon Islands and in New Caledonia and Fiji.

## Other Nations Supply Food, Too (Cont'd)

Last fall, New Zealand was providing American troops with so much food that for several months civilians got only three eggs per person per week, and fresh vegetables were scarce on local markets.

In 1942, Canada shipped 65 per cent of its cheese output, 15 per cent of its egg production, and 25 per cent of its meat supply to Britain. Canada is giving 15,000 tons of wheat per month to Greece.

Planning United Nations Food Strategy

The United Nations have been planning for food supplies just as for supplies of munitions. The planning of this year's food production goals for the United States and for Canada and Britain, too, started with the deliberations of the Combined Food Board. On sub-committees of the Board, the various United Nations are represented. On the

Combined Food Board Secretary of Agriculture, Claude R. Wickard represents the United States and R. H. Brand of the British Supply Council represents the United Kingdom.

This Board has charted the needs of the United Nations and made arrangements to supply these needs with the minimum possible use of shipping. The aim of planning around the globe is to produce just as near as possible to the point where the food is to be used.

After the United Nations needs for United States food were determined, they were added to the needs of our Army and Navy and civilian population to give the total requirements for food production, processing, and distribution by this nation.

Since total food production is limited by land labor and equipment available, concentration on production of essential products will be necessary to meet the Food for Freedom production goals.

#### Manpower for Food Production

Wartime demands on manpower and the resulting shortage of farm labor requires specific planning and action by government and widespread cooperation of civilians to assure adequate full-time farm labor and the necessary volunteer part-time labor to meet both harvesting and processing peaks.

Assuring adequate full-time farm labor will require that the necessary experienced farm managers and workers be retained on farms and training, transporting and placement of new farm workers. To meet the peak harvest period labor requirements will require the recruitment of as many as 3 million part-time and volunteer workers.

#### WHAT THE CIVILIAN CAN DO

We shall have less of many kinds of food and less variety of foods than many of us are accustomed to having. But, if each of us cooperates fully in the war food program to assure maximum production and good management of our food supplies, we shall have enough food to win the war and enough to assure each of us an adequate diet.

##### 1. Home Production for Home Use

The nation needs the help of everyone who has space available on which a good garden can be grown. All of them should have a Victory Garden. Home food production will reduce the demand on strategic metals for canning. It will help to relieve the food transportation burden. It will add to the total of food production resources of the nation. It will help to extend the food resources of many families by adding to their supplies of rationed foods.

About 50 per cent of our canned or dried fruits and vegetables produced in 1943 will be required for our armed forces and our allies. This means that civilians will have to depend more on fresh supplies and home-produced supplies. It will be important for gardeners to store and preserve for winter use as much as possible of the products of the gardens.

Gardens offer an important advantage under the program for rationing canned, frozen and dried fruits and vegetables. Home canned supplies are not deducted from the ration allowance and therefore can be used to supplement it.

## 2. Sharing Civilian Food Supplies Fairly

Rationing is the only way of assuring each of us the opportunity of getting our fair share when wartime requirements restrict the available civilian supply.

Formerly when demand exceeded supplies prices increased so that available supplies were, in effect, reserved for those who could afford them.

Price control prevents those with the most purchasing power from getting an advantage in the market over those with less income. But, price control alone does not prevent those who "get there first" from getting more than their share. To assure fair sharing at fair prices, price control must be accompanied by rationing. Point rationing has the added advantage of offering the buyer opportunity to choose among a group of rationed products and makes it unnecessary to ration separately each of a group of similar products. In addition, point rationing provides an aid to management of food supplies by affording the opportunity of adjusting the point value in accordance with the relative abundance or scarcity of individual items. Furthermore, point rationing enables the merchant to use his points for the purchase of goods which he thinks his customers will want most.

It was necessary to announce point rationing well in advance of actual operations. It would otherwise have been impossible to prevent circulation of partial or mistaken stories about point rationing with the resulting confusion and misunderstanding that always accompanies rumors and which results in more panicky hoarding than follows a complete, accurate announcement. The beginning of this new system requires time for the many thousands of wholesalers, retailers, rationing boards, and civilian volunteer committees to become familiar with the program.

Therefore, it was necessary to announce point rationing of canned fruits and vegetables ahead of time, to tell people the facts fully and completely and to rely on their patriotism and sense of fairness to prevent hoarding.

### 3. Conserving and Using Food Supplies for Best Nutrition

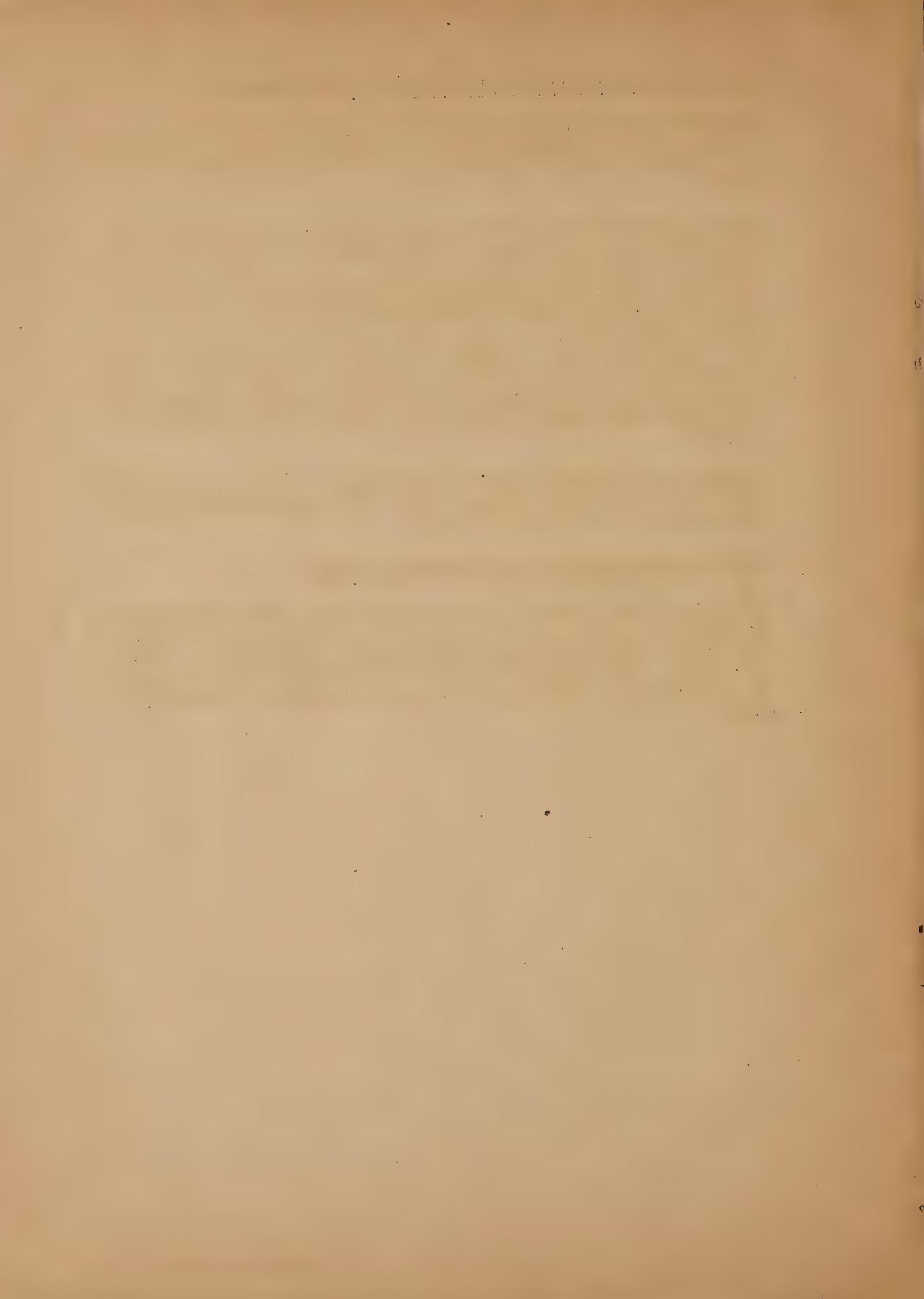
The maintenance of proper nutrition is especially important in wartime when the requirements of war production make particularly heavy demands upon the strength and energy of the working population.

Moreover, the maintenance of proper nutrition will require more knowledge and more planning and ingenuity under conditions for rationing and shortages of certain foods. This means that civilians will have to know the principles of good nutrition and know what foods can be substituted for foods that are scarce in order to maintain good nutrition. They also will have to study the nutritive values of different foods in relation to their point values so as to be able to buy as wisely as possible. They will be helped in this respect by the Government's National Nutrition Program and by the Wartime Food Demonstrations which will be held all over the country.

In addition, civilians must be instructed and urged to conserve the food they buy in every possible way -- by proper cooking, proper storage and the avoidance of waste.

### 4. Volunteer Help For The Farm Manpower Problem

The help of many people living in cities and towns this year will be needed to help win the battle of food production by volunteering to work on farms at peak work periods, especially at harvesting peaks. The need will be great and volunteer workers can help in many areas in planting, care, and harvesting of essential war crops.



III. INFORMATION OBJECTIVES AND  
COPY SUGGESTIONS



OBJECTIVES OF THE CAMPAIGN

The foregoing is a general, overall explanation of the food situation. Naturally, the public cannot be expected to digest it all. But there are certain basic objectives which can be drawn from this material and explained simply and adequately in the period before rationing actually begins. Afterwards, there can be more emphasis and special treatment placed on point rationing. Objectives to be stressed are these:

- A. The connection between saving and sharing food and beating the Axis, shortening the war and thus saving the lives of American soldiers.
- B. Rationing is the means by which every citizen can do his part in making our food supplies do the utmost toward winning the war.
- C. Citizens can begin right now to help make food a stronger weapon against the Axis by refraining from hoarding and voluntarily reducing consumption of scarce foods.

To accomplish these objectives, we recommend that information material cover the six points listed below. These copy points may be handled in any order, with varying degrees of emphasis on each one. You may want to elaborate on one particular point -- in which case the other five would be supplementary. You may want to give them all equal treatment. Or you may use one as a dramatic or emotional lead-in for "reason why" supplied by the other five. The important thing is that they be reiterated and pounded home over and over during the time at our disposal.

These six points are:

1. Food is a weapon being used to save lives and shorten the war.
2. We are producing more food than ever before but food requirements are going up faster than production.
3. "Fighting foods" -- essential foods processed in concentrated form so they ship and store easily -- are the foods our soldiers and allies need most. Among these are processed fruits and vegetables, soon to be rationed.
4. Point rationing gives the individual a chance to help make sure there will be enough food for use as a weapon and still

provide a fair, even distribution so that everyone can be well fed.

5. Advance notice of rationing processed fruits and vegetables was made as a practical measure to provide a "training period" for the people who must be depended upon to make rationing work, and also to give the American people a clear, accurate picture of what is expected of them and why.
6. Buy only what you need -- don't hoard. Here's every American's chance to actively participate in winning the war.

These are the six points in their essentials. To help you in developing copy treatments and leads for each of these, here is an amplification of what they mean:

**1. FOOD IS A WEAPON:**

**a. Food for our Fighters**

No one has a better right or greater need for three square meals a day than the men who must do the fighting. Our American soldier is the best fed fighting man in the world. He needs about  $5\frac{1}{2}$  pounds of food a day. To keep him in fighting trim, with the stamina for battle action and the ability to resist wounds, he gets about 4,500 calories per day, which is an estimated 1,500 to 3,000 more than a well-fed civilian adult receives. And his diet must be a well-rounded one -- with plenty of calcium, phosphorus, vitamin A, vitamin B and valuable minerals, fats and carbohydrates.

You and I can help -- must help -- to give our soldiers the food they need. Sharing what we have, fairly and equitably, is the one way we can do just that.

"But without strong, healthy fighting men to man our ships, planes, tanks, and guns our whole production effort can go for naught. This means well-fed fighting men .... men properly and adequately fed. Our Army must be properly fed and you and I can help, must help keep it so. Aren't all of us more than willing to share our food for this purpose?"

**b. Food for Future Offensives**

"Victory will come to the United Nations through a series of smashing offensives. Offensives will come only by careful planning that assembles men, munitions

and vitally needed food many months in advance. Food storing began in June for the North African campaign which was unleashed in November. You and I want our armed forces to have all the food necessary to win those offensives."

c. Food As An Invasion Weapon:

"Which will it be .... American food or American lives that we shall spend to win the battle? A truck load of American food won the surrender of a fort in North Africa and made it unnecessary for us to spend American lives to win it.

"We can win our campaigns the fast way by using food instead of bullets. Hitler systematically has robbed the conquered countries of their food .... to keep them weak and to lessen their power of resistance ... just as he has used lies to confuse and divide them.

"Our strategy is the reverse. We give men truth to make them free and food to make them strong .... to earn their cooperation in unloading ships, build airports and establish civilian order in territories.

"This is the sure, the humane way to win victories and save American lives. You and I will be glad to share our food for such a purpose."

d. Food to Keep Our Allies Fighting:

"The wounded Russian soldier needs more Vitamin "C" than his own country can provide him, if he is going to recover quickly from his wounds and get back to the front. Russia is short of foods containing vitamin "C" and of many other foods because Germany captured her great food supplying region of the Ukraine.

"Elmer Davis has pointed out that every German killed by a Russian is a German who will never have a chance to kill an American. You and I are glad to share our food with the Russian Army if it helps win new victories and speeds final victory. That saves American lives!

"Every gun an English workman turns out in Birmingham is one more gun to shoot at the Axis. But he has got to have adequate food to give him the energy to turn out that gun.

"The harder the British smash Rommel, the easier is our job in North Africa -- the nearer the end of the war.

"Britain has increased her farm acreage by more than 50 per cent since the war began, but she still has to get the largest portion of her food from abroad.

"Canada is sending great quantities of food to Britain. In spite of this the British are helping to feed American troops quartered in England. True Great Britain could get a good portion of it from Australia and South America but doing that would take two to three times as long, tying up critically needed ships and maybe postponing the day of some new offensive. So we share our food with the British. We are glad to do so if it helps all of us to move quickly to the final victory.

## 2. FOOD REQUIREMENTS GREATER THAN PRODUCTION

America's farmers have gone from one record-breaking year of production to another -- for three consecutive years. With good weather and by herculean efforts, 1943 should be another such year. In spite of this, production will lag behind the demand. Greater purchasing power in the hands of civilians is one reason. Another is this: In 1941 our armed forces and fighting allies took only 4 per cent of our total production -- only 13 per cent in 1942. In 1943, they will take an estimated 25 per cent of our total output! This demand will concentrate most heavily on certain foods described in point #3.

## 3. "FIGHTING FOODS" NEEDED MOST

"Fighting Foods" -- meat, milk, eggs and vegetables rich in minerals and vitamins -- are foods which can be canned or processed so as to store easily and ship in small space. Military demands, for reasons previously described, are greater for these than for any other foods.

Here is one slant that could be used in dramatizing this point: Napoleon, who said "An army marches on its stomach," offered 12,000 francs for a device to insure proper food under all circumstances for armies plagued by scurvy and inadequate food while campaigning. Nicolas Appert won the prize in 1810 by sealing food in air tight bottles that were dipped in boiling water. Today, canned, dehydrated and similar processed foods have made it possible for us to give our fighting forces the best well-balanced and strength-producing diet. Even if it means less canned goods for us, you and I will see to it that they continue to get that diet.

4. RATIONING

Rationing is the only fair way to divide up scarce foods among civilians. When we don't ration essential things which are scarce, some people get more than they need; some get none. Hoarders and chiselers take unfair advantage of honest patriotic Americans who try to buy only what they need. War workers and others who cannot shop early find the shelves bare when they finally get to the store. Rationing makes certain that everyone has an equal opportunity to get his fair share.

5. ADVANCE NOTICE OF RATIONING

Americans have demanded time and time again that they be given the truth -- even when the truth hurts. The tip-off on food rationing is a chance for them to prove that they can use the truth with wisdom and discretion when it is given to them. Advance notice of rationing was made necessary for a very good and practical reason. To work effectively, rationing requires understanding. It is not unduly complicated, but it does mean the training of thousands of rationing boards and one and a half million volunteer aides. It means that more than one half million food retailers have to be instructed and informed long in advance of rationing if they are to prepare for it and if they are to be able to help consumers in their buying. This advance notice is a direct appeal to the patriotism and sense of fair play of the American people .... a necessary appeal that must bring out the best in us all if the war is to be won quickly.

6. THE APPEAL AGAINST HOARDING

The five points listed above add up to this: don't hoard. Here is the biggest opportunity every American will have to take an active part in the war ... to hasten victory ... to save the lives of their loved ones. You can do this by having faith in your government and knowing it will not let you and your family go hungry. Hoarding only keeps others from getting their fair share of necessary foods and thus helps the enemy. Buy only what you need and make that go as far as you can. Pending the issuance of War Ration Book Two the Government has asked your retailer to limit every customer's purchase of rationed foods. Do not ask him to violate this official request. In any case, it will be necessary to declare one's stocks of canned fruits and vegetables when you get your ration book and false declaration is punishable by fine and imprisonment. Admittedly, that is a remote possibility, so the appeal should be made to the sense of fair play of most people, and social ostracism for the hoarder encouraged.

EMPHASIS ON THE HOUSEWIFE

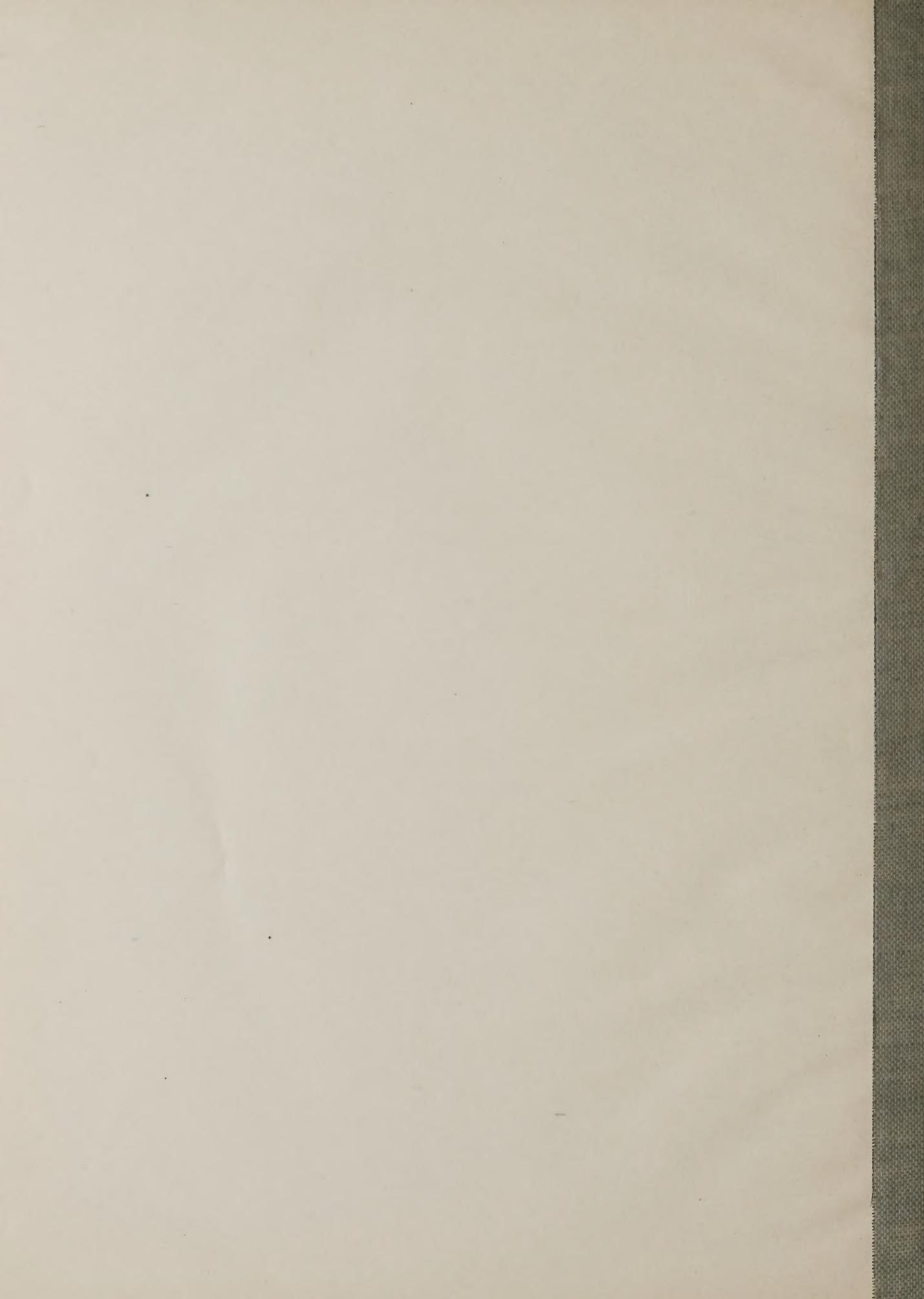
This whole story should be addressed especially strongly to the American housewife, who is the meal planner, purchasing agent and cook to a family 30 million strong. She knows her job. Indeed, she is the world's best planner. She'll have good, balanced meals for her family if she uses her American ingenuity in planning her meals to take advantage of the supplies available. Housewives, more than any other group, can instill in us a sense of satisfaction in wartime sharing and feeling that we are making a war contribution rather than enduring an inconvenience. By thus contributing to the overall sharing program, they can play a vital personal part in speeding victory.

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